

***Request for Reconsideration***

Applicants thank the Examiner for the careful consideration given this application, and for the very helpful Interview held on January 29, 2008. Reconsideration of this application is requested in view of the following remarks.

First, to summarize the Interview, Applicants' undersigned representative met with the Examiner and with his Supervisory Primary Examiner (SPE), Rafael Pérez-Gutiérrez at the U.S. Patent and Trademark Office on January 29, 2008. At the interview, it was discussed how the Yabuki reference (U.S. Patent No. 5,796,351) discloses a system in which information is transmitted from an exhibition object to a user device in response to a message sent from the user device. Therefore, Applicants argued, it does not remedy the deficiencies of the other cited references (it was noted that Shteyn et al., U.S. Patent No. 6,782,253, discloses a system in which beacons are constantly transmitted, not in response to anything). The Examiner and his SPE agreed to consider these arguments when formally submitted.

To summarize the status of the claims, Claims 23-32 remain pending in this application, of which Claims 23 and 28 are independent claims.

At pages 4-7, the Office Action rejects Claims 23-32 under 35 U.S.C. § 103(a) as being unpatentable over Shteyn et al. (U.S. Patent No. 6,782,253) in view of Yabuki (U.S. Patent No. 5,796,351) and Borgstahl et al. (U.S. Patent No. 6,487,180). These rejections are respectfully traversed for at least the following reasons.

Claim 23, as amended, includes the following language: "wherein the first person registers a seeker profile with the server, the server compares the seeker profile with stored exhibit profiles and finds one or more matches, and provides a communication address for the second communication device to the first person to contact the agent for the associated exhibit,

*responsive to finding that the stored exhibit profile for the associated exhibit matches said seeker profile.”* (Emphasis Added) Claim 28, as amended, includes the following language: “*responsive to said match*, passing a communication address to the first person by the server for a second computerized communication device usable by an agent for the exhibit matched to the seeker profile.” (Emphasis Added)

It is noted that both claims specify that the passing of a communication address is done in response to a match being identified. In Applicants’ amendment filed on March 28, 2007, it was noted that the previous combination of references, Shteyn et al. and Borgstahl, failed to teach or suggest providing the stated communication address, *responsive to profile matching*. Applicants further point out here, to emphasize this, that Shteyn et al., e.g., at col. 8, lines 50-54, that the beacons transmitted in Shteyn et al. may include connection pointers, but they are sent out *regardless of any profile matching, not in response to profile matching*. The present Office Action asserts, e.g., at page 3, “In an analogous art, Yabuki teaches providing the information responsive to finding the matched profile (col. 4 lines 39-58).” Applicants respectfully submit that Yabuki does not contain such teachings and thus fails to remedy the deficiencies of the other references.

The cited passage of Yabuki, col. 4, lines 39-58, discusses a flowchart shown in Fig. 3. To summarize, Applicants understand this passage and the flowchart to be discussing a system in which a user with a terminal directs a message to target exhibition transceiver, which then sends a coded identification signal to the user terminal. The user terminal then sends a message, based on the coded identification signal, to a general control unit, where information about the exhibit (based on the coded identification signal) is retrieved and transmitted back to the user. **There is no mention or use of a user profile or of matching a user profile with an exhibit profile; in**

**fact, there is no mention of any kind of profile whatsoever or of any matching whatsoever.**

Applicants have also reviewed the other portions of Yabuki and have found **no teachings or suggestions of such profile matching or transmitting of information in response to profile matching anywhere in Yabuki.** In fact, Applicants believe that other passages of Yabuki (e.g., the abstract at lines 9-10 and col. 3, lines 59-64) are consistent with this assessment of Yabuki.

It is further noted that, given these differences between the references and inconsistencies, one of ordinary skill in the art would not have been motivated to combine the teachings of Yabuki with those of Shteyn et al. In particular, Shteyn et al. already teaches a system in which communication-related information is being passed, ***so there is no need for a system that queries objects to obtain communication-related information***, as in Yabuki. In fact, it is respectfully submitted that the presence of the beacons in Shteyn et al. effectively teaches away from the use of **any** system in which communication-related information is requested, in response or not in response to anything, as it is unnecessary (i.e., the information is already being sent).

Applicants, therefore, respectfully submit that Yabuki fails to remedy the deficiencies of the other cited references, and is also not combinable with those references to obtain the claimed invention, and that Claims 23-32 are allowable over the cited references.

Applicants may not have presented all possible arguments or have refuted the characterizations of either the claims or the prior art as found in the Office Action. However, the lack of such arguments or refutations is not intended to act as a waiver of such arguments or as concurrence with such characterizations.

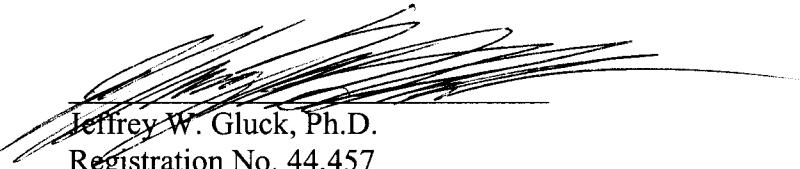
***Conclusion***

Applicants believe that the above remarks address all of the grounds for rejection and place the application in condition for allowance. Applicants, therefore, respectfully request prompt and favorable consideration of this Response and reconsideration of this application.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Respectfully submitted,

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